

AGENCY Promotion Activities SUBMITTED BY Wax Anderson
 DATE 1-27-92 PROM NAME Parliament Hazards

SWEEPSTAKES PRICE ESTIMATE SUMMARY

Contract
contract

ELEMENT	BASED ON ESTIM. RED. %	TOTAL
Rules Development Administration Judging	Est. Red. Based on Cost	\$500 \$2,995
Congrat. Letters		included in affiant charge
Registration	by w/ Bonds PL w/ Bonds	\$450
Affidavits	11 @ \$8.00	\$88
Grand Prize Trip - Arrangements	CAR	\$100
First Prize Fulfillment	10 @ \$25	\$250
Second Prize Fulfillment	Handling, 197 Carton, 17 3.36 x 5000 Postage, 20	\$2,990
PO Box's	Retail Envelopes Direct Mail Mailed	\$892
Winners List Request	.05% of 350,000 entries	\$17.50
Storage of Entries		included in J & A
Background Checks of Winners	GRAND PRIZE ONLY	\$200
Official List of Winners	5,000 unduplicated	\$1,500
Key punching	Included opening, emptying Punching slips 4131.25 per dem 350,000	\$46,500
Miscellaneous	AS Incurred	
1099 Forms	Grand prize only	included in J & A
TOTAL		\$55,987.50

2045869927